

AN INVESTIGATION INTO PROCESSES IN ENGLISH TEXTS ON MAKEUP INSTRUCTIONS IN LIGHT OF FUNCTIONAL GRAMMAR

NGHIÊN CỨU CÁC DIỄN TRÌNH TRONG VĂN BẢN HƯỚNG DẪN TRANG ĐIỂM BẰNG TIẾNG ANH DƯỚI ÁNH SÁNG CỦA NGỮ PHÁP CHỨC NĂNG

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Abstract – This article is aimed at investigating the Processes in English Texts on Makeup Instructions (ETMIs) in the light of Halliday's Functional Grammar. Thereseearch is carried out based on the descriptive method in order to find out common lexicogrammatical features in terms of types of Verbs, Participants and Circumstances involved in the processes identified in 75 texts of ETMIs collected from the official websites of beauty magazines in the United States, the United Kingdom and Australia. The research results show that the Material Process is dominant, occupying 75.24% and the Place-Location Circumstance is the typical one, accounting for 41.76%. It is hoped that the findings of the study can, to some extent, provide a useful reference source for Vietnamese teachers of English and Vietnamese college or university students majoring in the English language and those who are interested in analysis of texts, especially texts on makeup instructions in English, from the functional grammar perspective.

Key words – Functional Grammar; English texts on makeup instructions; processes; participants; circumstances.

1. Rationale

For most women, makeup is an important tool in their everyday beauty arsenal. From eyeliners, to lipsticks, to blushers, there's an enormous number of makeup products that can help make them feel better about themselves. The main purpose of makeup is to enhance or change the way women look, hide their imperfections, and make them feel more confident. Living in the modern life requires women always to look attractive, especially if they have to meet special people every day, such as clients, partners, or friends. Women must give best appearance to describe themselves first, before attitude can tell about themselves more. Besides, people can use makeup to provide protection as well as making skin tones brighter. Furthermore, with most beauty believers, catching up on the latest news, especially makeup trends, is originated not only from their individual requirements but also from the worldwide trend. In order to reach those purposes, language is a very important component of most makeup instructions.

There is no harm in opting for a natural look. Not every woman is blessed with beautiful and flawless skin. Some are troubled with acne, scars, and pimples, while some may face dryness or over oiliness. But then those of this imperfect skin are blessed with makeup. Therefore, to use makeup properly, people have to rely on instructions. These instructions are usually given in the form of texts on makeup instructions that are found on online beauty magazines such as ELLE MAGAZINE, BEAUTY CREW,

Tóm tắt – Bài báo này khảo sát các Diễn trình trong các văn bản hướng dẫn trang điểm bằng tiếng Anh theo quan điểm Ngữ pháp Chức năng của Halliday. Nghiên cứu này được tiến hành theo phương pháp mô tả nhằm tìm ra các đặc điểm ngữ pháp - từ vựng về các loại Động từ, các Tham thể và các Chu cảnh sử dụng trong 75 văn bản hướng dẫn trang điểm bằng tiếng Anh được thu thập từ các trang web chính thức của các tạp chí làm đẹp tại Hoa Kỳ, Vương quốc Anh và Úc. Kết quả nghiên cứu cho thấy, quá trình vật chất chiếm ưu thế với 75,24% và chu cảnh vị trí - nơi chốn là chu cảnh điển hình với 41,76%. Hy vọng rằng kết quả nghiên cứu, trong một chừng mực nhất định, có thể cung cấp một nguồn tài liệu tham khảo hữu ích cho các giáo viên và sinh viên đại học chuyên ngành tiếng Anh ở Việt Nam cũng như những người quan tâm đến phân tích văn bản, đặc biệt là các văn bản hướng dẫn trang điểm bằng tiếng Anh, từ góc độ của Ngữ pháp Chức năng.

Từ khóa – Ngữ pháp Chức năng; văn bản hướng dẫn trang điểm bằng tiếng Anh; diễn trình; tham thể; chu cảnh.

MARIE CLAIRE, SEVENTEEN MAGAZINE, LOOK MAGAZINE, etc.

Besides, to understand texts more deeply and clearly, from the linguistic perspective, texts can be analyzed with attempts to describe language in actual use and their contexts, either culture or of situation, to facilitate learners' interpretation and production of texts in light of functional grammar (FG). For FG, there are six types of processes namely Material, Relational, Mental, Behavioural, Verbal and Existential. It is clear that these processes play an important role in FG. The Process is the basic organized form of the clause as representation and used as a tool to describe the field of the situation-what is being talked about. In addition, Process can be identified in both written discourses or spoken narratives and anecdotes, and texts on makeup instructions are the combination of both content and organization. Hence, studying Processes, especially in the English texts on makeup instructions (ETMIs) can be useful to users of English majoring in English as a Foreign Language.

For all the reasons presented, this study is conducted with the hope that the result of this research will probably provide some useful knowledge of lexicogrammatical features of texts, particularly texts on makeup instructions for Vietnamese teachers and learners of FG in English, especially for those who are interested in the makeup field.

2. Previous related studies

In recent years, the theory of Functional Grammar has

been attracting a growing number of researchers such as Eggins (1994), Bloor and Bloor (1995), Thompson (1998), Fontaine (2014), Halliday and Matthiessen (2004, 2014), etc.

In Vietnam, there have been well-known researchers such as Cao Xuân Hạo (1991), Hoàng Văn Vân (2002), Diệp Quang Ban (2013)

In this research, ETMIs are viewed from the concept of FG raised by Halliday (1994), Halliday and Matthiessen (2000, 2004, 2014) and then successively narrow down the focus, that is, Processes.

3. Theoretical Background

3.1. Definitions of Terms

There are many definitions of a text by different linguists such as Halliday and Hasan (1976), Crystal (1992), Verdonk (2002), McCarthy (2006). According to Nunan (1993, p.6), “Text is a written record of a communicative event which conveys a complete message” and the size of the text can “vary from single words to books spreading to hundreds of pages”. In this article, I take the view that a text is regarded as a semantic unit of language in written form with a definable communicative function that is used to convey a certain message.

English Texts on Makeup Instructions have been defined in different ways by different sources such as Merriam-Webster’s Learner’s Dictionary, Wikipedia, Cambridge Advanced Learner’s Dictionary-Cambridge University Press (1995, 2003, 2008, 2013). Nevertheless, I would like to take the view that clearly expresses the outstanding features of English Texts on Makeup Instructions, in this article, are English language units with definable communicative functions used to convey detailed information as well as steps and tips telling someone how to use cosmetics such as lipstick or powder to apply to the face to improve or alter the appearance.

3.2. Methodology

In order to reach the aim of examining and describe types of processes, verbs, participants and circumstances involved in the processes in English texts on makeup instructions, the study combines different methods as follows:

The descriptive method is used to give a detailed description of some lexico-grammatical features of English Texts on Makeup Instructions.

The analytic method is employed to classify and justify a certain characteristic.

The inductive method is helpful in drawing out the generalizations from the findings and making conclusions.

Four criteria for selecting samples have been established: 1- The samples must be written English Texts on Makeup Instructions. 2- They are all taken from the official websites of well-known beauty magazines in three English-speaking countries namely the United States, the United Kingdom and Australia. 3- The samples are collected from 2016 to 2017. 4- The lengths of collected samples are chosen based on the reality of observation, therefore, ETMIs with the medium length (from 150 to

450 words) accounts for the highest percentage which are chosen for detailed investigation.

With such criteria, 75 ETMIs have been collected to build up the data.

4. Findings and discussion

4.1. Quantitative result of Process Types in ETMIs

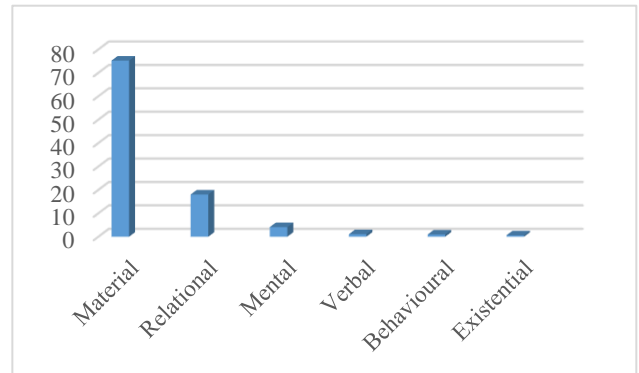


Figure 1. The Percentage of Process Types in ETMIs

Material Process accounts for the highest percentage with 2152 times (75.24%) in the data. Ranking at the second position of frequency in this text is Relational Process (about 18.04%). Mental Process occurs 117 times (4.09%). Verbal Process occurs 49 times (1.08%). Still less frequent are Behavioral Process which occurs 27 times (0.94%). Lastly, the lowest number of occurrences of process types is Existential Process with 17 times (0.59%). In this study, Material Process occurred frequently to present the information.

4.2. Identification of Verbs as Part of Processes in ETMIs

4.2.1. Material Process

An Intransitive verb clause means without object but circumstance(s); whereas Transitive is the opposite of Intransitive where the verb is followed by object(s).

With Intransitive verbs, the Process is realized by verbs such as *extend, dust, work, start, blot, apply, fill, comb, wait, dry, hug, act, etc.*

You	can also go	over your line	with a clean lip brush
Actor	Process: Material	Circ. Location	Circ. Accompaniment

[14]

While transitive verbs of Material Process is realized by verbs such as *cover, give, get, use, make, ignore, cause, fill, clean, stay, protect, smooth, etc.*

Assess	your brow	and locate	the arch
Process: Material	Goal	Process: Material	Goal

[17]

4.2.2. Relational Process

The Relational Processes are categorized into Attributive and Identifying Relational Processes. Relating to the analysis of the data, verbs of Attributive and Identifying Relational Process are found as in Table 1.

Table 1. Verbs of Attribute and Identifying Relational Process in ETMIs

		Attribute	Identifying
Intensive	Neutral		
	Phase: time	become, keep	
		remain	
	Phase: reality	seem, look	
	Kind/part		include
	Sign		suggest, mean
Circumstantial			
Possessive	Neutral	have, has	need

Some findings of verbs serving as Process in Relational clauses in ETMIs are:

They	can also become	dehydrated
Carrier	Process: Relational (Intensive)	Attribute

[30]

They	include	makeup wipes, Q-tips and an extra makeup sponge
Token	Process: Relational (-Intensive)	Value

[23]

4.2.3. Mental Process

Halliday and Matthiessen (2014, p. 256) divide four classes of verbs that are included in Mental Processes, namely Cognitive, Perceptive, Desiderative, and Emotive.

In the process of Perceptive, the researcher has found verbs used in this process, *feel* and *see*. Below is an example:

and where you	feel	it dip underneath the bones
Sensor	Process: Mental	Phenomenon

[25]

Process of Cognitive involves verbs such as: *remember*, *find*, *know*, *think*, *consider*, *believe*, *wonder*, and *forget*. An finding of the Cognitive Processes is:

Don't forget	primer
Process: Mental	Phenomenon

[28]

Desiderative occurs 22 times (18.8%) in the texts and the verb used in this Process is *want* as shown in the examples below.

You	want	a naturally flushed look
Sensor	Process: Mental	Phenomenon

[24]

Emotive verb occurs 28 times in the data and the verbs used in this Process are *like*, *love* and *prefer*. Below is an example:

Maria	liked	to brush the beginning of her brow	upward and the tail downward
Sensor	Process: Mental	Phenomenon	Circumstance

[22]

4.2.4. Verbal Process

Verbal Process can be identified as the processes of saying which are expressed by verbs *tell*, *say*, *ask*, *suggest*, etc. Below is an example

We	've already told	you	through our colour correcting guide
Sayer	Process: Verbal	Receiver	Circumstance

[27]

4.2.5. Behavioural Process

In the data selected, the researcher analyzed and found four different verbs used in the behavioural clauses. They are *look*, *watch*, *smile*, *laugh*. For example,

Watch	a full chin tutorial	here
Process: Behavioural	Behaviour	Circumstance

[31]

4.2.6. Existential Process

From the data collected, there are 17 items of data and they involve one only verb, it is verb "be". For example,

There	is	a common misconception
	Process: Existential	Existent

[29]

4.3. Participants in ETMIs

4.3.1. Material Process

The Material Process involves Actor (17.36%) and Goal (27.43%) as Participants. Besides, there are other Participants in the Material Process namely Recipient (1%), Client (0.32%), Attribute (2%), and Scope (19.96%).

This	will give	you	a natural look.
Actor	Process: Material	Recipient	Scope

[12]

4.3.2. Mental Process

The Mental Process has Sensor and Phenomenon as the Participants. Sensor occurs 81 times (2.39%) and Phenomenon occurs 68 times (2%).

We	like	pastel shades.
Sensor	Process: Mental	Phenomenon

[22]

4.3.3. Relational Process

There are two forms of Relational. The first one is Attributing. It is supported by the number of Carrier (6.94%) and Attribute (9.56%) as the Participants.

If you	don't have	strong, natural lashes
Carrier	Process: Relational	Attribute

[29]

Another form of Relational Process is Identifying. In the Relational Process of Identifying the number of the Participants is unequal. Token occurs 154 times (4.54%) and Value occurs 136 times (4.01%).

We	suggest	applying a matter base	for this purpose.
Token	Process: Relational	Value	Circumstance

[21]

4.3.4. Behavioural Process

The Behavioural Process has a Behavior and a Behavioral as Participants. Behavior occurs 9 times (0.26%) and Behavioral occurs 20 times (0.59%)

otherwise,	will look	out of place
Behavior	Process: Behavioural	Circumstance

[33]

4.3.5. Verbal Process

The Verbal Process usually has a Sayer as the main participant in Verbal. The other Participants in Verbal Process are Receiver and Verbiage. Receiver occurs 3 times (0.08%) and Verbiage occurs 6 times (0.17%).

We	've already told	you	through our colour correcting guide
Sayer	Process: Verbal	Receiver	Circumstance

[27]

4.3.6. Existential Process

The Existential Process has a participant named Existent. It occurs 17 times (0.5%).

With the right brushes in hand,	there	's	no stopping you from applying eyeshadow perfectly.
Circumstance		Process: Existential	Existent

[28]

4.4. Circumstances in ETMIs

4.4.1. Circumstance of Location

There are 780 Circumstantial Element of Location and it has the highest frequency of occurrence in the texts. It refers to Place and Time when the process happens. This is not a surprising result because they play an important role to complete the process by explaining in detail the exact location of putting some substances and as well the time. These texts have given a clearer picture of the whole scenario using these circumstantial elements.

The most dominant type of Circumstantial Element of Location is Place-Location. It occurs 634 times in the texts.

So use	a nude eyeshadow	all over your lids
Process: Material	Goal	Circ. Location

[20]

Another type of Location is Time. Time-Location occurs 146 times or 9.61%. It takes the second position of the total Location Circumstances.

Now	take	a small brush
Circ. Location	Process: Material	Goal

[19]

4.4.2. Circumstance of Extent

Extent refers to Distance, Duration, and Frequency. The most dominant type of Extent occurs in the data is Duration.

This eyeliner	will last	for a long time
Actor	Process: Material	Circ. Extent

[20]

4.4.3. Circumstance of Manner

Manner occurs 267 times in the texts and it refers to Means, Quality, Comparison, and Degree. The most dominant type of Manner is Quality. It occurs 142 times in the data.

Press	your lips	together	to diffuse	the gloss
Process: Material	Goal	Circ. Manner	Process: Material	Goal

[16]

4.4.4. Circumstance of Cause

In the data, it occurs 171 times. The types of Cause occurring are Reason, Purpose and Behalf. The most dominant type of Cause is Purpose. It occurs 154 times in the data.

Trace	brow pencil or powder	along the tops of brows	for an instant facelift
Process: Material	Goal	Circumstance	Circ. Cause

[13]

4.4.5. Circumstance of Accompaniment

Accompaniment refers to some probes. They are who/what with? and who/what else?. Comitative type occurs 216 times while Additive found in the texts is 7 times.

Create	soft lines	instead of crisp lines
Process: Material	Scope	Circ. Accompaniment

[11]

4.4.6. Circumstance of Matter

Matter refers to a probe "what about?" It occurs 4 times in the texts. The Processes involved in this type of Circumstance are Material and Relational.

you	're	under confident	about filling the lips
Carrier	Process: Relational	Attribute	Circ. Matter

[15]

4.4.7. Circumstance of Role

Role refers to Guise and Product of Process. In the data, it occurs 26 times. The most dominant type of Role occurs in the data is Guise.

Next you	're going to use	the Brow Wiz	as a matte shadow
Actor	Process: Material	Goal	Circ. Role

[26]

4.4.8. Circumstance of Contingency

Contingency occurs 12 times in the data and it refers to Condition, Default, and Concession. Only Condition type that occurs and there is no Default and Concession found in the data.

No eye makeup	is	complete	without eyeliner
Carrier	Process: Relational	Attribute	Circ. Contingency

[22]

4.4.9. Circumstance of Angle

Angle refers to Source and Viewpoint of Process done by the Participants. Source occurs 3 times (0.2%) and it is followed by a preposition "according to". Another type of Angle is Viewpoint. Viewpoint-Angle occurs 2 times. It takes the last position of the total number of Circumstances.

Below is an example:

Choose	a cream base highlighter	according to your skin tone
Process: Material	Goal	Circ. Angle

[32]

5. Conclusion

The results of the study can help to illustrate the role of all the six Processes and their elements in the clause as experience in the light of Functional Grammar, especially the clauses in English Texts on Makeup Instructions.

Thus, it is hoped that the study can, to some extent, be beneficial to Vietnamese teachers of English and undergraduates majoring in the English language when it comes to get an insight into Processes in Functional Grammar.

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